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TABLE OF CONTENTS

	06 Index of Preferred Partners		13 2021 by the Numbers		16 Stay Inspired: Words of Wisdom from Our 2021 Featured Agents
	22 Cover Story: Heather Hill		28 Power Couple: Steven & Samira Hurd		34 Agent Spotlight: Rob Brandon

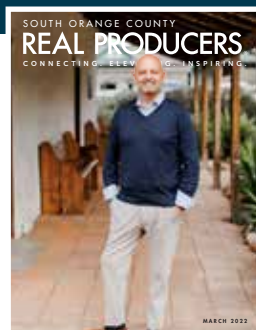
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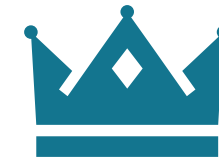
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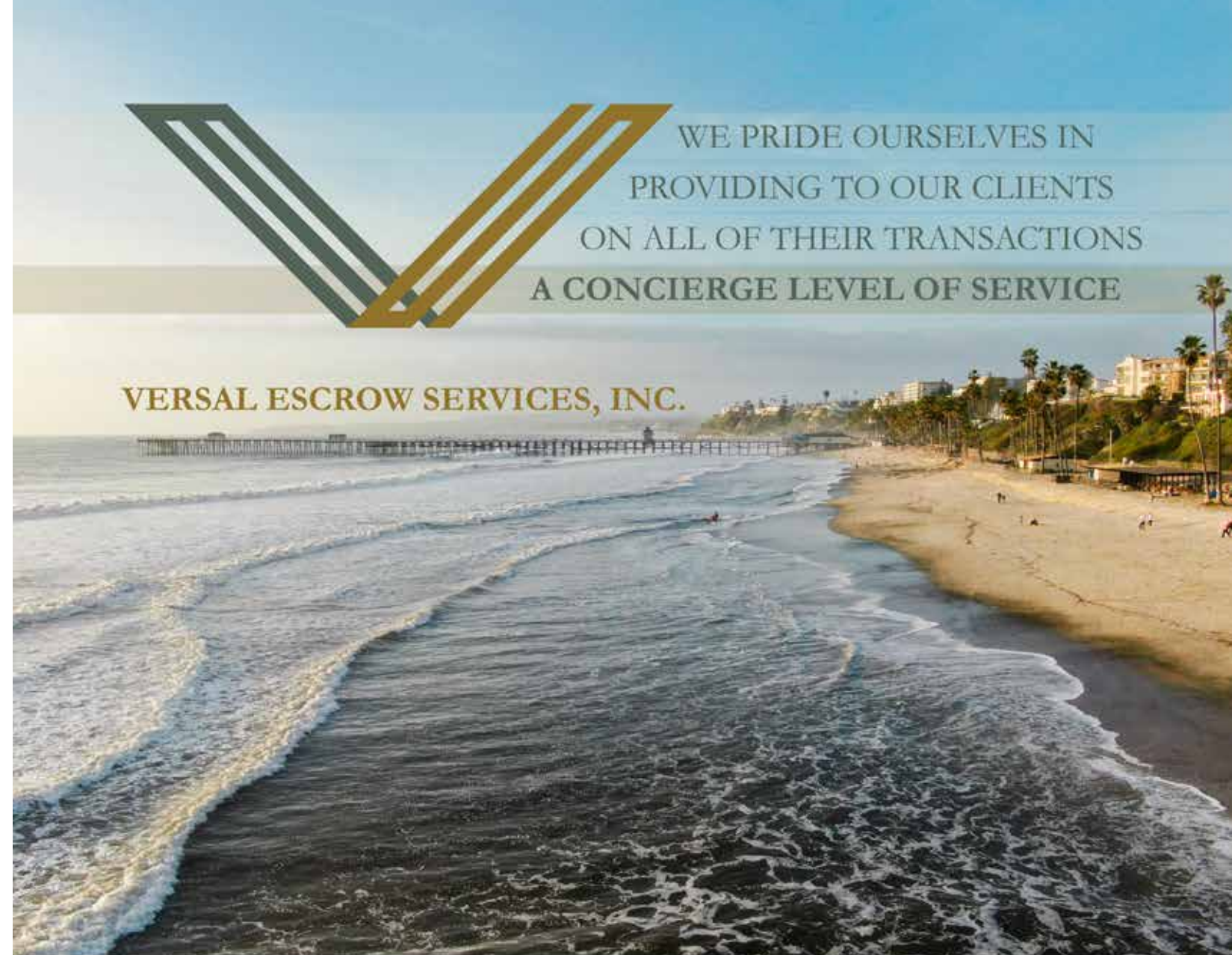
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FAQ

By Michele Kader

ABOUT THIS MAGAZINE

RP If you just made the 2022 Top 500 producers in the South OC list and are new to our publication, you may be wondering what it's all about. "FAQs About This Magazine" answers the most commonly asked questions around the country regarding the *Real Producers* platform. My door is always open to discuss anything regarding this community — this publication is 100-percent designed to be your voice and to connect, elevate the industry, and inspire!

Q: Who receives this magazine?

A: The top 500 agents in South OC. We pulled the MLS numbers (by volume) from January 1, 2021, to December 31, 2021, in South OC, cut the list off at number 500, and our new 2022 Top 500 distribution list was born. This magazine is free exclusively to the top 500 agents in the area each year. This year, the minimum production level for our group was \$12.9 million in 2021, based on data reported to MLS.

Q: What is the process for being featured in this magazine?

A: It's really simple — every feature you see has first been nominated. You can nominate other REALTORS®, affiliates, brokers, owners, or even yourself! Office leaders can also nominate realtors. We will consider anyone brought to our attention because we don't know everyone's story, so we need your help to learn about them.

A nomination currently looks like this: You email us at michele.kader@realproducersmag.com with the subject line, "Nomination: (Name of Nominee)," and explain why you are nominating them to be featured. It could be they have an amazing story that needs to be told — perhaps they overcame extreme obstacles, they are an exceptional leader, have the best customer service, or they give back to the community in a big way. The next step is an interview with us to ensure it's a good fit. If it all works out, we put the wheels in motion for our writer to conduct an interview and for our photographer to schedule a photo shoot.

Q: What does it cost a realtor/team to be featured?

A: Zero, zilch, zippo, nada, nil. It costs nothing, my friends, so nominate away! We are not a pay-to-play model. We share real stories of Real Producers.

Q: Who are the preferred partners?

A: Anyone listed as a "preferred partner" in the front of the magazine is a part of this community. They will have an ad in every issue of the magazine, attend our quarterly events, and be a part of our online community. We don't just find these businesses off the street, nor do we work with all businesses that approach us. One or many of you have recommended every single preferred partner you see in this publication. We won't even meet with a business that has not been vetted by one of you and "stamped for approval," in a sense. Our goal is to create a powerhouse network, not only for the best Realtors in the area but the best affiliates, as well, so we can grow stronger together.

Q: How can I recommend a preferred partner?

A: If you have a recommendation for a local business that works with top Realtors, please let us know! Send an email to michele.kader@realproducersmag.com.



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2021

BY THE NUMBERS

HERE'S WHAT SOUTH OC'S TOP 500 AGENTS SOLD...

8,977

TOTAL TRANSACTIONS

\$ \$10.7B
SALES VOLUME

4,994 LISTING SIDE
TRANSACTIONS


3,983 BUYING SIDE
TRANSACTIONS


\$21.4
MILLION
AVERAGE
SALES VOLUME
PER AGENT


 18
AVERAGE
TRANSACTIONS
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Terri has been working in the escrow industry since 2002 when she retired from her career as a Flight Attendant. She has so much passion and an abundance of energy for her job, and that shines through when you meet her. She loves helping The Escrow Source grow their business and helping their clients have a smooth transaction.

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FROM OUR 2021 FEATURED AGENTS



ROBERT MACK

FIV Realty

"I didn't have the manpower to help the number of people I wanted to help and earn the living that I wanted to earn... Building a team is not easy, but a team will always outperform an individual."



BREE LEPANTE

Douglas Elliman Real Estate

"I just love what I do; I love to help people navigate one of the biggest decisions of their life. I have a passion for real estate and connecting communities."



MARYAM SAMINI

Compass

"After the pandemic hit, for the first time in forever, I was forced to pause and reflect on whether I was being authentic to where I was in my life and career. I realized that I shouldn't apologize for wanting more. Follow your heart because that's your North Star."

CHRISTIAN PACE

Harcourts Signature Properties

"If you have an idea, or a goal, or a plan, write it down. Think about it constantly. Manifest it. Then, if you work towards it and do a few things every day that can really help you accomplish that goal, anybody can be successful."

SUZIE MALERBE

RE/MAX Select One

"Your work is a reflection of yourself. What you put into it is what you get out of it. A lot of times I will remodel clients' homes for them upfront or just do small things and they pay me back through the sale of their home. I'm presenting their house in the best way possible."

JEREMY SCHULTHEISS

Pacific Sotheby's International Realty

"In ancient Greek warfare, when generals went to conquer another land, they'd burn their ships so they had no point of return to get home other than going through what they were about to go through. Obviously, real estate is not war, but I like the idea that you have to go all-in and not have an easy fallback."



BRYAN GERLACH

Pacific Sotheby's International Realty

"I'm very grateful to be able to work where I was raised, in the Laguna Beach and Dana Point area. I remember growing up looking at and admiring the homes. Being able to do 90 percent

of my business in this area is fantastic. I love sharing this area with others."



BROOKE CHIK

Pacific Sotheby's International Realty

"I love that each day has a new element to it, that I never get to really become an expert at it because it's always something new. I just get to keep learning every day, and that's phenomenal."



CASEY KIRKLAND

Coldwell Banker Realty

"My relationships with other real estate agents, whether they're inside or outside my brokerage, is something I put a lot of time and energy into. If you have good working

relationships with local agents, it makes a huge difference."

JULIA ARCHULETTA

Compass

"Children want a lot of your attention. It's so important to be present, and it's funny...it's the same for your clients. Your clients want you to be present during the transaction. If you're not present, that's when the stress increases because they don't know what's going on."



GABRIELA HAIMES

Coldwell Banker Realty

"It's all about your sphere of influence. Talk about your passion to everyone you know and show them what you love about it. Talk to your hairdresser, talk to your neighbor, talk to your friends and family. Make yourself the community expert."



JIMMY REED

RE/MAX Coastal Homes

"If you want to help people in real estate at a high level, you have to be able to do it with people that have the same mindset as you. They don't have to look like you, they don't have to work at the same level as you, but they have to have the same mindset that they want the experience to be a good one."





CHRIS SIRIANNI

Villa Real Estate

“I’m a huge Laguna Beach apologist, and I just love the area. I love sharing it with my clients and making their goals a reality through real estate in our town. Every client has different needs, and it’s never the same thing from day to day. It’s always a new challenge and fun to adapt to what different people need.”



EMILY WHITE

Keller Williams Realty

Favorite quote: *“For I know the plans I have for you, plans to prosper you and not to harm you, plans to give you hope and a future.”* (Jeremiah 29:11)



HAILEY POTOK

Compass

“One of the most important things I want to teach my kids is ‘This is what hard work is, and this is how it pays off. You get to go on vacations, and you get to go to nice colleges,’ only by working hard. My family is the driving force behind what I do.”

HOLLY MCKHANN

RE/MAX Coastal Homes

“I treat my clients’ money as if it were my own — what would I do if I were flipping this house? Buyers watch HGTV and want a completely fresh and updated home. I treat my clients as if they’re family, and I feel it’s my calling to help as many people as I can.”



SHELLEY BLACK

Residential Agent, Inc.

“If you live in the area, know your area—it makes a huge difference. You really need to specialize in an area and not try to spread yourself thin. I find that the top agents live and usually market and work in the same area.”



TONY ENGLISH

English Realty

“I like to get people’s attention, and so I do weird things to do that. I advertise like crazy — billboards, shopping carts, online advertising, but most of my business comes from my farm. Every three weeks, I drop off something weird. Half the people probably throw it out, but while they’re throwing it out, I get in their head a little bit.”



DANIELE SMITH

Coldwell Banker Realty

“I love networking with other agents because it allows me to establish those relationships and buying opportunities for my buyers or my sellers. A lot of my business has been developed this way over the years.”



CHRIS WALKER

Coldwell Banker Realty

“If it weren’t so challenging, people would just go out and do it themselves. The ever-existent complexity of a real estate transaction is why we can go out and earn a very good living. Every market has its own set of challenges, and we need to embrace them positively.”



MELODY SMITH

Anvil Real Estate

“I think a culture of belonging is more important now than ever. So I created this [Anvil House] to give our agents an anchor — somewhere safe and cozy to escape to. We are not a family business — we are a business family.”

MARK ELMASRY

Douglas Elliman Real Estate

“As a strength and conditioning coach, I got to see people get results, and I saw their quality of life get better. Now, I get to help make someone’s investment come to life and watch them make money in real estate. I get super excited about that.”



JACQUELINE THOMPSON

Surterre Properties

“Find what’s important to you. If you want to succeed in real estate, it takes 24 hours a day and seven days a week. Pick an area that you want to be an expert in...get to know the area and make it your farm. Also, remember to return every call, email, and text the same day.”



AMY GARDINER

Coldwell Banker Realty

“We sometimes work with people who are in difficult situations. During those times, I like being there to sympathize with them, to be a counselor, and to help them realize that they aren’t alone, and they will get through it.”



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»» cover story

By Dave Danielson | Photos by Bodie Kuljian

Heather *hill*

SHOWING THE WAY



As a client standing at the beginning of the real estate transaction, the path forward can seem dark and filled with questions. They turn to you for the answers. Heather Hill holds that responsibility close to her heart.

As a REALTOR® and team leader of the Heather Hill Homes Team at HomeSmart Evergreen Realty, Heather shows the way forward for those she serves.

“That means a lot to me,” Heather says. “There are times when I may work with someone for a year and they get to the point where I’m able to hand them their keys. That’s a great feeling. I like making a difference in their lives and in the lives of their families ... showing people that they can afford to do it.”

Early Lessons. Lasting Impact.
As Heather grew up, she attended CSULB and received a B.A. in communications, and worked as a salesperson and manager at Nordstrom, learning lessons that still impact her work today. “In my formative working years, I learned to treat the customer as always being right, and then I did outside sales with a recruiting company for five years,” she remembers.

In time, she divorced from her husband, and became a single mom yearning for a more meaningful and flexible career. “After that, I worked for my dad,” Heather says. “My dad had his own business and built scale models for developers and architects in Orange County. So I had been around real estate growing up.”

Moving Forward
It wasn’t long before Heather had an opportunity to pursue a career in the future for herself when she got her license



“



I just want to do whatever I can
to help take the load off them
and make buying or selling their house a good experience.

”

in 2009. “At that point, we sold our house, and I thought I’d like to do this,” she remembers. “My kids were little, so I didn’t do much with my license at the time, but I kept it active. In 2013, we bought our house and I represented us.”

But that was her sole transaction until, in 2017, when Heather jumped in full-time. “That’s when I decided to give it a 100-percent effort,” she says.

Rewarding from the Start

Her journey in the business has been a rewarding one from the start. “As I started life as a Realtor, I felt like I was on the brink of a new adventure. It was fun to reinvent myself and challenge myself with something new after 10 years,” she says.

“I went back and drew on my knowledge from outside sales on organizing my day and cold-calling people. I went back to when I was doing outside sales. I was trying to be the person who takes the whole burden of selling the house off you.”

Remarkable Results

The success that Heather has built in less than five years has been remarkable, as she specializes in Rancho Mission Viejo. In fact, in 2021, she helped 59 families, representing nearly \$59 million in sales volume.

Wonderful World

Family is at the heart of life for Heather. She treasures time with her husband, Jeff; and children, including Christian, Jaxon, and Tim; daughter-in-law, Katie; and their two granddaughters, Dylan and Presley.

In her free time, Heather has a passion for travel and supporting her children in their lives and activities. She also is a big basketball fan, and she enjoys time spent at the beach.

When it comes to giving back, Heather is involved with the #OneWarmCoat coat drive each year, and in the past was a regular volunteer at the Church Peace Food Pantry.

Drive to Make a Difference

The drive that Heather has for what she does in real estate comes through

loud and clear. When she thinks about where that drive comes from, she thinks back to her own childhood.

“My dad had my own business. He had a really strong work ethic, and I grew up around that. I also was exposed to a great service ethic by working at Nordstrom,” she explains. “Plus, I have a natural curiosity about people, finding out what they do and learning their story. That’s important in this job — drawing out what people are looking for, so I think you need to be somewhat intuitive.”

Heartfelt Efforts

Each day, Heather gets creative and goes all-in to show the way ahead for her clients. “I really have my clients’ best interests at heart ... trying to build a long-term relationship with people. I want to be someone they call on down the road, building that relationship with them and their family,” Heather says.

“I just want to do whatever I can to help take the load off them and make buying or selling their house a good experience.”



Heather Hill is team leader of the Heather Hill Homes Team at HomeSmart Evergreen Realty.

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►► power couple

STEVEN & SAMIRA HURD

Think about the business you have pending right now. As you envision what success for each of those transactions looks like, you probably get little images of those families you're working with ... seeing them reach their goals. That's the same feeling that Steven and Samira Hurd have.

Dynamic Duo

As founders of Hurd Homes powered by eXp Realty, Steven and Samira form a powerful husband-and-wife team that strives to create winning moments for those around them. "For me, the work we do is about having the opportunity to help people ... being part of one of the biggest milestones of their lives, whether it's buying or selling," Samira smiles. "We are someone's go-to and I love seeing them smile knowing we had a part in making their dreams happen."

Steven adds, "My favorite part about helping people buy or sell a home is those 'Aha' moments. Growing up in a family of top-producing REALTORS®, mortgage brokers, builders, etc., I developed a very diverse knowledge about the real estate process that creates more options for my clients. I love seeing them come in with a problem and leaving feeling hopeful, empowered, and motivated to make their next move."



STRIVING FOR THE MOMENT



Steven and Samira Hurd are co-founders of Hurd Homes powered by eXp Realty.

Finding Their Footing

Steven earned his real estate license about 13 years ago and Samira joined the real estate world about a decade ago.

“What got me into real estate was the fact that everyone in my family was in the business. My father, Steve Hurd, was a lender, and my mother, Cindy Bistany, and late stepfather, Ben Buchanan, were brokers,” Steven remembers. “Seeing their success with buying and renting out investment homes really sparked my mind to the industry. I remember driving by potential homes with my father, learning how he calculated the numbers, and watching him make offers until he got the right one. When the recession hit, so many people around us took a deep loss except for my dad, who had built a financial fortress with rental income. It was very inspiring to watch! I also saw my mother sell several luxury homes and work for six months to a year to market them. She taught me the value

of marketing, being good to people, and persistence, which is a must to survive in this business. My late stepfather was an icon in the real estate community. He helped me see my true potential and lit a fire under me and my passion for self-development.”

After Steven had been working in the business for a few years, a big milestone happened — he met Samira. “It was about 10 years ago when I decided to apply as a receptionist at a local real estate office. A couple of days into working there, I saw Steven for the first time. If love at first sight exists, that was it. We both took one look at each other and fell in love on the spot! After a few months of working with some of the top Realtors in the county, I decided it was my time to get my license,” Samira says. “I used my license to work with local teams in property management, where I was the number-1 leasing agent every month I worked there, and then I eventually moved on to

be the brand and operations manager for the number-1 mortgage team in Orange County — The Rodriguez Hazard Team at CMG Financial. It was there I got the opportunity to meet hundreds of the highest-producing real estate agents, worked to scale a company’s brand, and really established a professional presence for myself in the industry, all while learning from some of the best members in it.”

Loving What They Do Together

The Hurds have been married for almost nine years. You can see the passion they have for sharing the same path in life and their business. “We are truly best friends. Waking up every day knowing I get to go help others and do it with my favorite person in the whole world excites me. We really merge our strengths together, and it’s what helps us have a blossoming business,” Samira points out.

“Both Samira and I are really passionate about people and relationships. Samira does a great job throughout the transaction with her resourcefulness, adding thoughtful

moments for our clients to make them raving fans,” Steven states. “We spend a lot of time with our clients. Most of them become our friends which, is why we love doing events such as our Annual Family Photos Days for our clients.”

Rewarding Results

Over the past 12 months, Hurd Homes has helped 25 families achieve their real estate goals. Steven made a shift in his business in July of 2021 and partnered up with eXp Realty, which resulted in deep connections with some of the best minds of the real estate industry. It has helped him take his business and client experience to a whole new level. And then when Samira came on board and they launched Hurd Homes, it changed the game for them.

“Samira is my secret weapon,” Steven says, smiling. “She’s trilingual. She speaks English, Spanish, and Farsi. Her eye for design and all things aesthetic brings a whole new value to our clients. She’s just good with people and she cares.”

When they’re not changing lives in the real estate world, they love to hike, travel, and

spend time with their dog, Charlie, who they rescued and adopted five years ago. Both Steven and Samira are intentional about their mental and physical health. Samira trains with local gym owner Michael Tucci, of Lifeline Fitness, five days a week and really attributes that to her mindset and health. Steven is just about done completing The 75 Hard Challenge for the second year in a row, which is an intense daily regimen of fitness and great habits.

“We love exploring. Every month, we pick a new city or place to go and just enjoy the area,” Samira points out. “We are very intentional with our time together, and date night is an untouchable time on our calendar. On top of date nights weekly, this year we are going to Fiji to learn from Tony Robbins and stay at his resort. We’re headed to Cabo with both families and are hoping to even squeeze in a trip to Europe.”

Steven and Samira love supporting local businesses and trying new restaurants (as long as they serve an old-fashioned for Steven and a creamy espresso martini for Samira). Personal growth is probably the biggest journey they’ve taken on thus far. They recently joined Tony Robbins Mastery University and have a big vision of creating generational wealth and opportunities for their family. Steven says, “We are lifelong learners. You can’t just be open to change, you must be prepared to evolve in this

ever-changing world we are in. We’re always looking for people who have achieved more than us so we can learn how they did it!”

Samira says, “It’s just who we are. I know it sounds cheesy, but we just want to make the world a better place for everyone and for generations to come, and we want to have fun doing it.”

When it comes to giving back, Steven is actively involved in Big Brothers & Big Sisters of Orange County, where he volunteers with the group, mentoring at-risk youth. Both Steven and Samira are intentional about helping those around them. “This past Thanksgiving, we put together boxes full of Thanksgiving meals and delivered them to a few local families in need,” Samira says. “It really fills our hearts when we can take care of others.”

Abundant Life

Those who spend time with the Hurds appreciate the spirit of abundance they live and work with ... and the way it carries over into all that they touch. “We focus on being kind, working hard, and having a blast with each other and those in our lives,” Samira says. “When you come from contribution and giving, people appreciate it and it encourages others to do the same.”

“We hope all clients know how much we care about their best interests,” Steven emphasizes. “We want to be the stability in their lives during these transactions ... for them to trust us and know that if we give advice, we have really thought it through.”

Day by day, Steven and Samira make an impact ... striving to make those magical moments a reality.



We focus on being kind, working hard, and having a blast with each other and those in our lives.

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BRANDON ROE

► agent spotlight

By Dave Danielson
By Bodie Kuljian



WRITING
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CHAPTERS

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Rob Brandon is one who relishes his role in that journey.

As a real estate advisor with Anvil Real Estate, Rob has a passion for helping his clients write new chapters through his work.

“The love I have for what I do really begins with that opportunity to meet new people. Everybody has a different story about how they got where they are in life,” Rob says with a smile.

“I like connecting with them and being part of such a big decision in

their lives. Home is our safe place, where we build memories. I have three kids myself. It’s a great feeling when you step inside, close that door behind you, and know that this is your safe zone for your family.”

Local Roots

Rob has been a resident of Orange County most of his life, other than when he attended college in Colorado and received his degree in psychology.

Today, he lives in Capistrano Beach. He earned his real estate license in June 2011.

His start in real estate, though, can be traced back to 2003.

“That’s when I first got into the business doing loans on the mortgage side. Before that, I served as a probation officer for Orange County,” he remembers.

“After doing mortgages for a number of years, the recession of the late 2000s hit, so I ended up becoming a REALTOR® with Redfin Corporation, a startup company at the time that did a great job of training real estate agents.”

Envisioning the Goal

As Rob made his transition into life as a Realtor, he got very clear about his role, which helped him connect to his work — and with success.

“I looked at it as an extension of what I had done before, as a counselor and advocate for people to help them get their dream home — a place where they could set their roots and be part of a community,” he says.

Signs of Success

The success Rob has created for himself and those around him has been impressive, with career transactions



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Rob Brandon is a Realtor with Anvil Real Estate, in Laguna Hills.

“ONE OF THE MOST IMPORTANT THINGS ANY OF US CAN DO IS READING AND BEING KNOWLEDGEABLE ABOUT THE MARKET.”

standing at around 310 by late January this year.

Rewarding Life

Away from work, life is made much richer for Rob by his three children.

“I love spending time with the kids,” he says with a smile.

“I’m also a big fan of the theater. And I really like to travel whenever I get the chance.”

When it comes to giving back, Rob volunteers with Gay for Good.

He also serves as a volunteer with the Laguna Beach Pantry.

As he considers his own success that continues to grow, Rob offers advice for others who are looking forward to taking their own steps forward in the business.

“One of the most important things any of us can do is reading and being knowledgeable about the market. It’s also important to have a mentor, and goals to achieve,” he says.

Total Commitment

Those who meet and work with Rob know they can trust him to watch out

for them — as a marketer, an educator, and an advocate for their hopes and dreams.

“I will be there for them to make sure everything goes great for them each step of the way,” he explains.

“I really enjoy applying my 20 years of experience in the industry, along with my passion and knowledge to help my clients. My goal is for them to be 100-percent satisfied.”

Day by day and page by page, Rob Brandon helps his clients write rewarding new chapters in their journeys through life.



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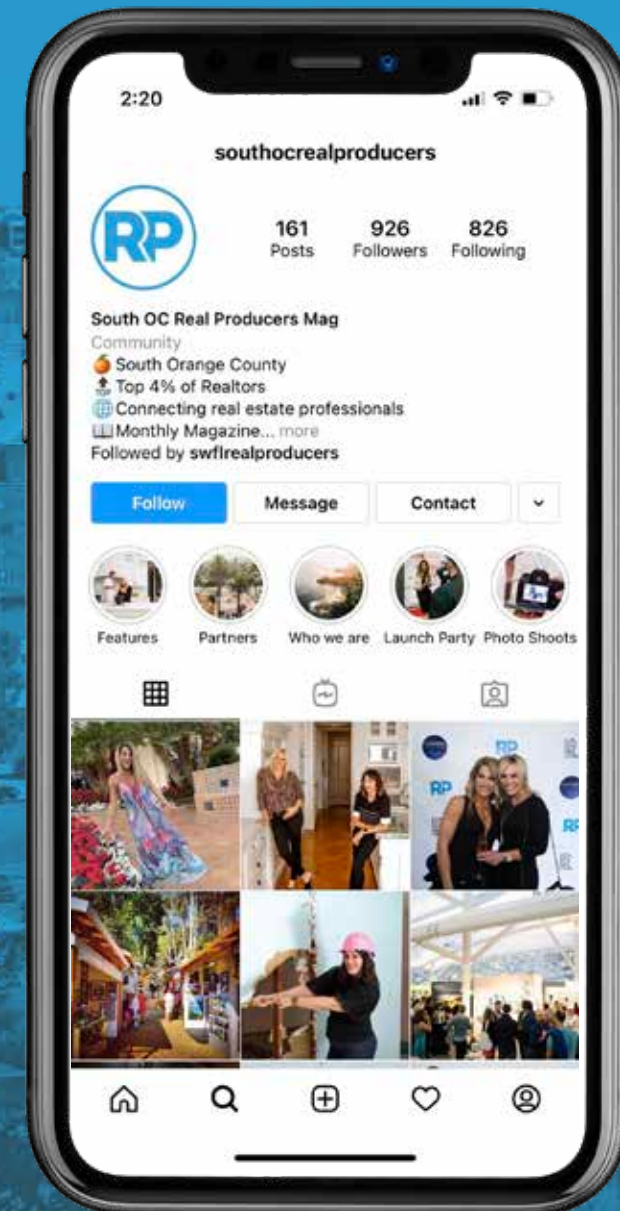
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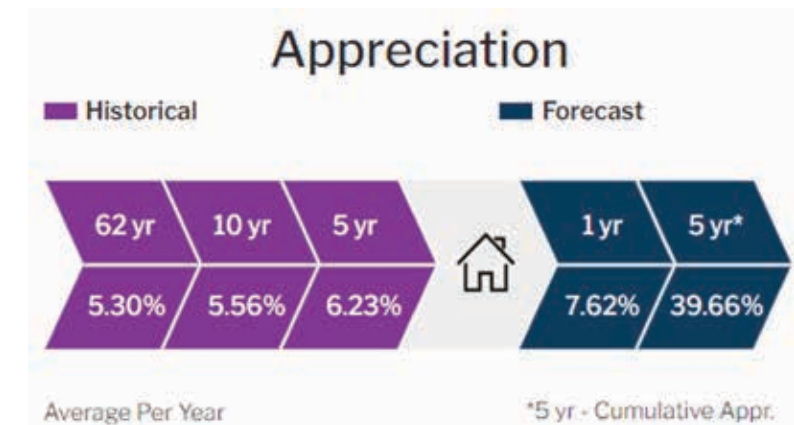
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*1st Time Home Purchases To Be Taken From Inventory Accounts for 55% home ownership rate	23.88K
*Actual Homes Being Built	10.35K
Actual	10
Needed	24

*Annual

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